

User Guide for

Do Not Redirect

2nd April 2024

This a legally binding document forming part of the Agreement between you and Royal Mail



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1. Introduction

This document provides the Do Not Redirect (DNR) design requirements for Royal Mail Retail Business products. The Do Not Redirect service is provided for use by local authorities when posting correspondence regarding Housing Benefit and Council Tax Benefit. It is not intended or permitted for any other type of mailing.

The document provides the Letter design specification for the DNR chevrons, mark, and text. The aim being to make these Letters clearly identifiable to RM staff undertaking Return to Sender mail processing. As such, the intention is to apply as many whole chevrons as possible subject to the particular indicia and clear zone requirements that apply. As such, separate designs are provided for each indicia type.

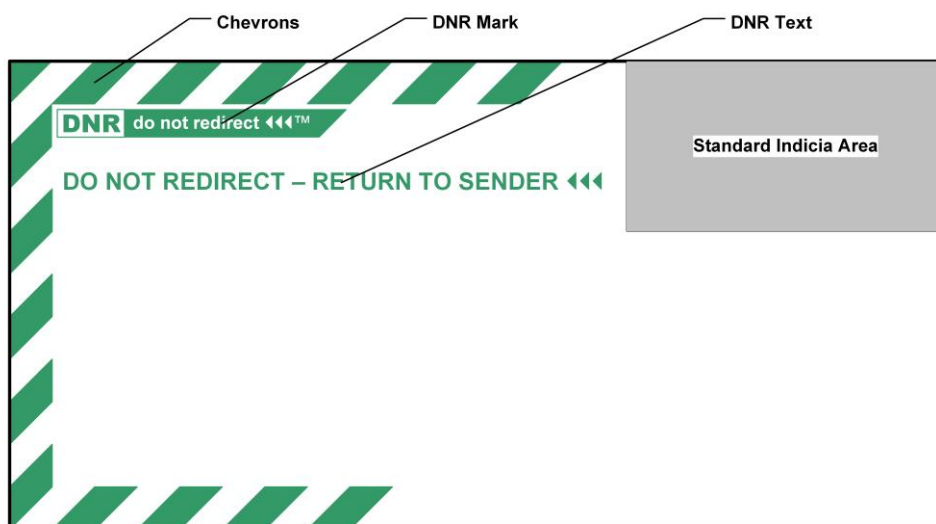
Do Not Redirect requirements are mandatory. The requirements in this document for Letter size and Indicia Type take precedence over the individual Letter product requirements.

2. DNR – Generic Requirements

There are requirements for Letter Size and Return Address, and DNR design elements including Chevrons, a DNR trademark and DNR text (as illustrated in Figure 1). These are defined in the following table below and specific design requirements for the various payment channels are provided in section 3.

All requirements are mandatory unless stated otherwise.

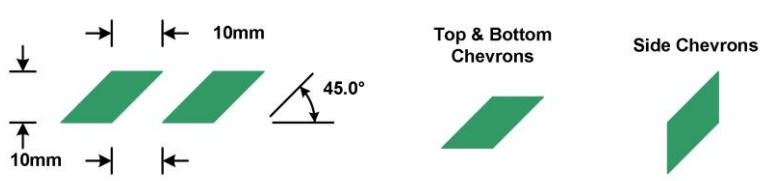

Figure 1 - Do Not Redirect Elements (Not to Scale)



Component	Value
Letter Size (L & H)	<ul style="list-style-type: none"> • Minimum - 218mm long x 108mm high • Maximum - 240mm long and 165mm high ^{1 2}
Indicia Type	Account Barcode Unsorted PPI, Mailmark Franking, Retail PPI, PPI BMA only

¹ Maximum size is Letter format.

² Do Not Redirect is not available for Large Letter and Parcel products.

Component		Value
DNR Chevrons	Chevron Dimensions & Colour	 <ul style="list-style-type: none"> The chevrons must be 10mm plus or minus 2mm in width, height, & spacing, and must be set at an angle of 45°. The chevrons must be printed using Pantone 334 Green (Coated or Uncoated). Only full chevrons must be printed.
	Location	<p>Front Chevrons - See section 3.</p> <p>Back Chevrons</p> <ul style="list-style-type: none"> Top Edge – No Chevrons are required Left Edge – Chevrons must be printed from the bottom left corner to the top left corner. Bottom – Chevrons must be printed from the bottom left corner to the bottom right corner.
DNR Mark	DNR Trademark Design	 <ul style="list-style-type: none"> The overall length of DNR Mark must be 68mm along its top edge and 61.5mm along on its bottom edge and be 6.5mm high. The 'DNR' Box at the beginning of the Mark must be 16mm long.
	Formatting	<ul style="list-style-type: none"> The 'DNR text' must be printed using 16.5pt Arial font. The 'do not redirect' text must be printed using 12pt Arial Bold font. The chevron symbols must be printed using Wingdings 3 (◀ - character 124) 12pt bold. The final element is superscript 'TM' characters that must be printed using 12pt Arial Bold font. The mark must be printed using Pantone 334 Green (Coated or Uncoated).
	Location	<p>Front DNR Mark - See section 3.</p> <p>Back DNR Mark</p> <p>The mark must be in the bottom left corner and inset by 1mm from the bottom and left chevrons (see Figure 10 & Figure 11).</p>
DNR Text	Textual Content	DO NOT REDIRECT – RETURN TO SENDER ◀◀
	Structure & Format	<ul style="list-style-type: none"> This DNR text must be printed as a single line of text. The text must be printed using Arial 16pt Bold, CAPITALS that are left justified. The symbols must be printed using Wingdings 3 (◀ - character code 124). The text must be printed on 1 line. The text must be printed using Pantone 334 Green (Coated or Uncoated).
	Location	See section 3.
Return Address	Location	This must be on the back of the envelope and meet standard location and formatting ³ requirements (see Figure 10 & Figure 11).
	Prefix	If undelivered or subject to Redirection, please return to : (See Figure 10 & Figure 11)
	Content	Full Postal Address File (PAF®) Address ⁴ (Prefixed by the Local Authority Duty or Department reference).

³ The Return Address may be printed using Pantone 334 Green.

⁴ This could be the Local Authority address or the address of an authorised agent of the Local Authority.

3. DNR – Payment Channel Specific Design Requirements

Specific DNR design requirements for the various payment channels are provided in this section.

Component		Value
Mailmark Franking	Front Chevrons (See Figure 4 & Figure 5)	<ul style="list-style-type: none"> Top Edge – Chevrons must be printed from the top left corner to 140mm in from the right edge. i.e. the chevrons must not extend into the Indicia area and space is allowed for additional customer content. Left Edge – Chevrons must be printed from the bottom left corner to the top left corner. Bottom Edge – Chevrons must be printed from the bottom left corner to the edge of the Route Codemark Clear Zone. i.e. stopping 130mm from the bottom right corner.
	Front DNR Mark	<ul style="list-style-type: none"> DL Envelope – The mark must be in the bottom left corner and inset by 1mm from the bottom and left chevrons (see Figure 4). C5 Envelope – The mark must be in the top left corner and inset by 1mm from the top and left chevrons (see Figure 5).
	DNR Text	<ul style="list-style-type: none"> DL Envelope – The text must be located in the top left corner above the Delivery Address block, spread over 3 lines, left justified and centred vertically (see Figure 4) :- <ul style="list-style-type: none"> Line 1 - DO NOT REDIRECT – Line 2 - RETURN TO SENDER Line 3 - ◀◀◀ C5 Envelope – The text must be printed in a single line and located beneath the DNR Mark, above the Delivery Address block and left justified (see Figure 5).
PPI	Front Chevrons (See Figure 6 & Figure 7)	<ul style="list-style-type: none"> Top Edge – Chevrons must be printed from the top left corner to 75mm (or 103mm when PPI designs 3 & 4 are used) in from the right edge. i.e. the chevrons must not extend into the Indicia area. Left Edge – Chevrons must be printed from the bottom left corner to the top left corner. Bottom Edge – Chevrons must be printed from the bottom left corner to the edge of the Route Codemark Clear Zone. i.e. stopping 130mm from the bottom right corner.
	Front DNR Mark	The mark must be in the top left corner and inset by 1mm from the top and left chevrons (see Figure 6 & Figure 7).
	DNR Text	<ul style="list-style-type: none"> DL Envelope – The text must be located in the top left corner above the Delivery Address block, spread over 2 lines, left justified and centred vertically (see Figure 6). <ul style="list-style-type: none"> Line 1 - DO NOT REDIRECT – Line 2 - RETURN TO SENDER ◀◀ C5 Envelope – The text must be printed in a single line and located beneath the DNR Mark, above the Delivery Address block and left justified (see Figure 7).
PPI BMA	Front Chevrons (See Figure 8 & Figure 9)	<ul style="list-style-type: none"> Top Edge – Chevrons must be printed from the top left corner to 145mm in from the right edge. i.e. the chevrons must not extend into the Indicia area. Left Edge – Chevrons must be printed from the bottom left corner to the top left corner. Bottom Edge – Chevrons must be printed from the bottom left corner to the edge of the Route Codemark Clear Zone. i.e. stopping 130mm from the bottom right corner.
PPI BMA Cont.	Front DNR Mark	<ul style="list-style-type: none"> DL Envelope – The mark must be in the bottom left corner and inset by 1mm from the bottom and left chevrons (see Figure 8). C5 Envelope – The mark must be in the top left corner and inset by 1mm from the bottom and left chevrons (see Figure 9).
	DNR Text	<ul style="list-style-type: none"> DL Envelope – The text must be located in the top left corner above the Delivery Address block, spread over 3 lines, left justified and centred vertically (see Figure 7) :- <ul style="list-style-type: none"> Line 1 - DO NOT REDIRECT – Line 2 - RETURN TO SENDER Line 3 - ◀◀◀ C5 Envelope – The text must be printed in a single line and located beneath the DNR Mark, above the Delivery Address block and left justified (see Figure 9).

4. DNR Example Layouts

4.1 DNR Front Layouts – Account Barcode Unsorted

Figure 2 – DNR – Account Barcode Unsorted DL Front (Not to Scale)

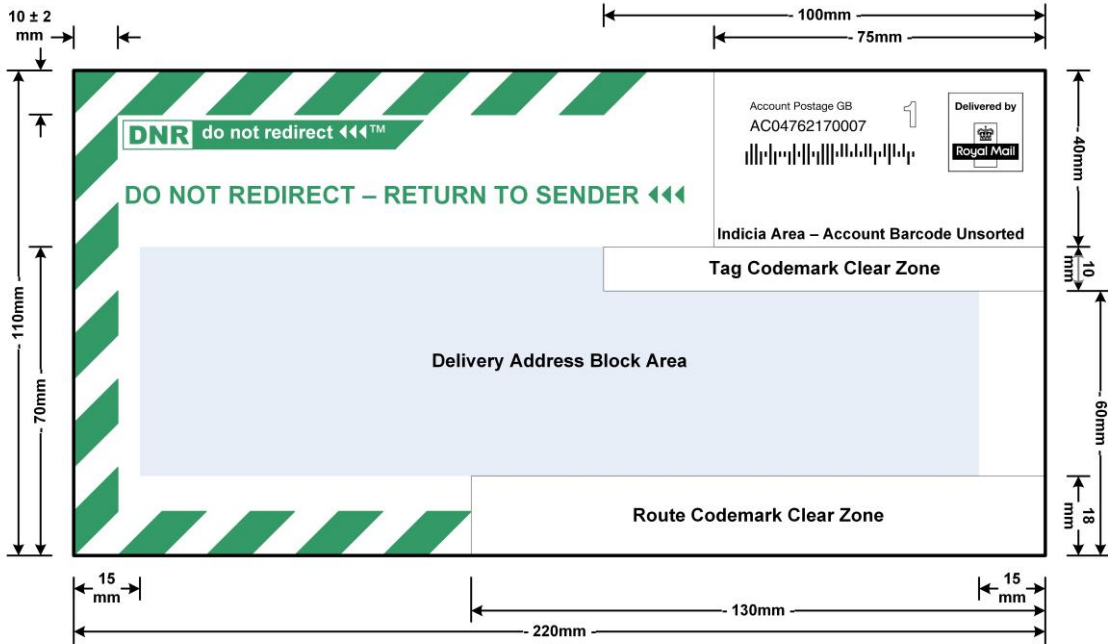


Figure 3 – DNR – Account Barcode Unsorted C5 Front (Not to Scale)



4.2 DNR Front Layouts - Mailmark Meter Franking

Figure 4 - DNR - Mailmark Franking DL Front (Not to Scale)

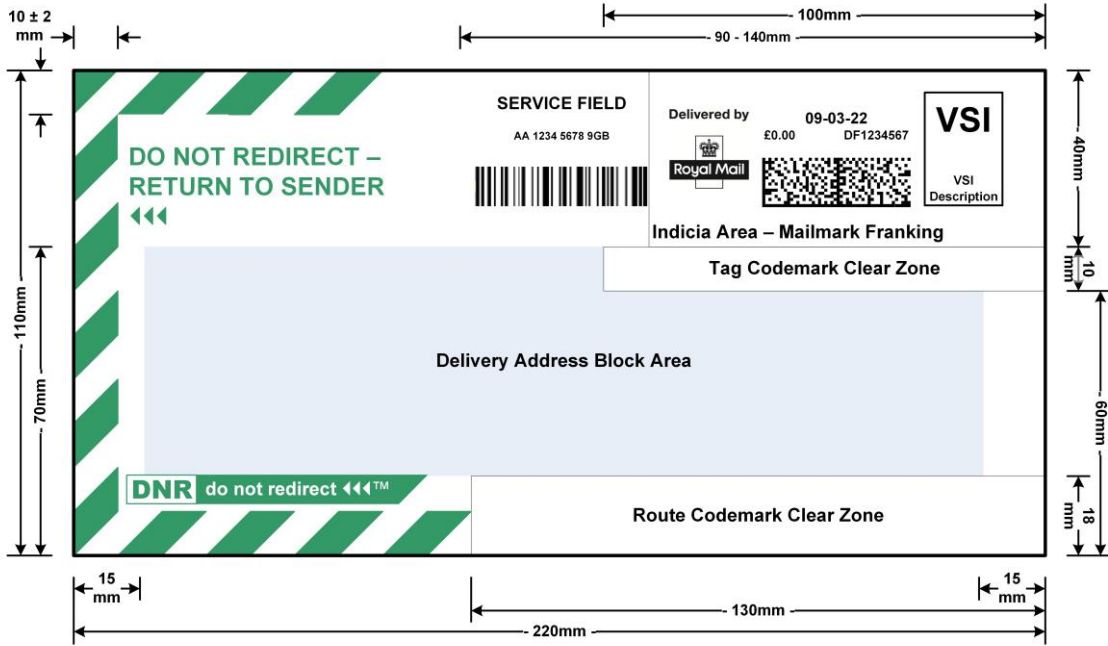
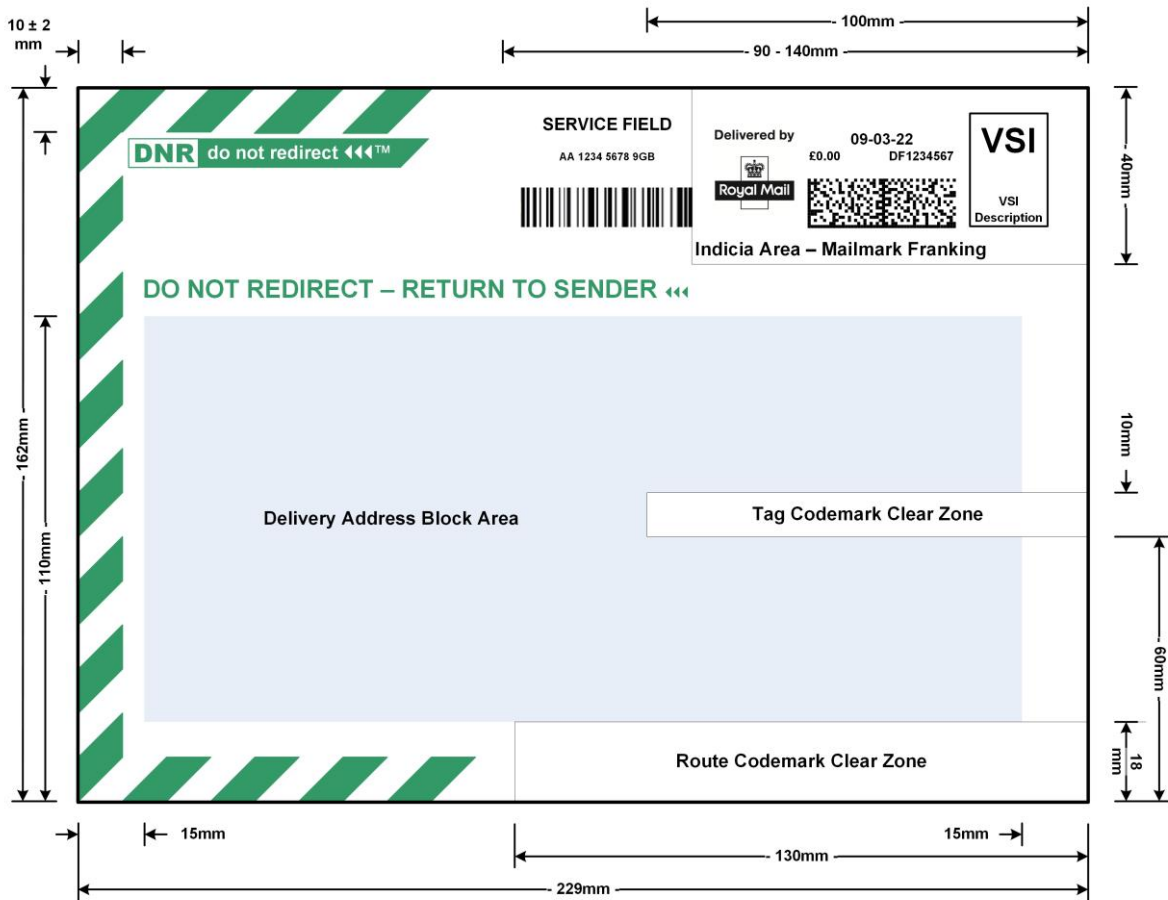


Figure 5 - DNR - Mailmark Franking C5 Front (Not to Scale)



4.3 DNR Front Layouts - PPI

Figure 6 - DNR - PPI DL Front (Not to Scale)

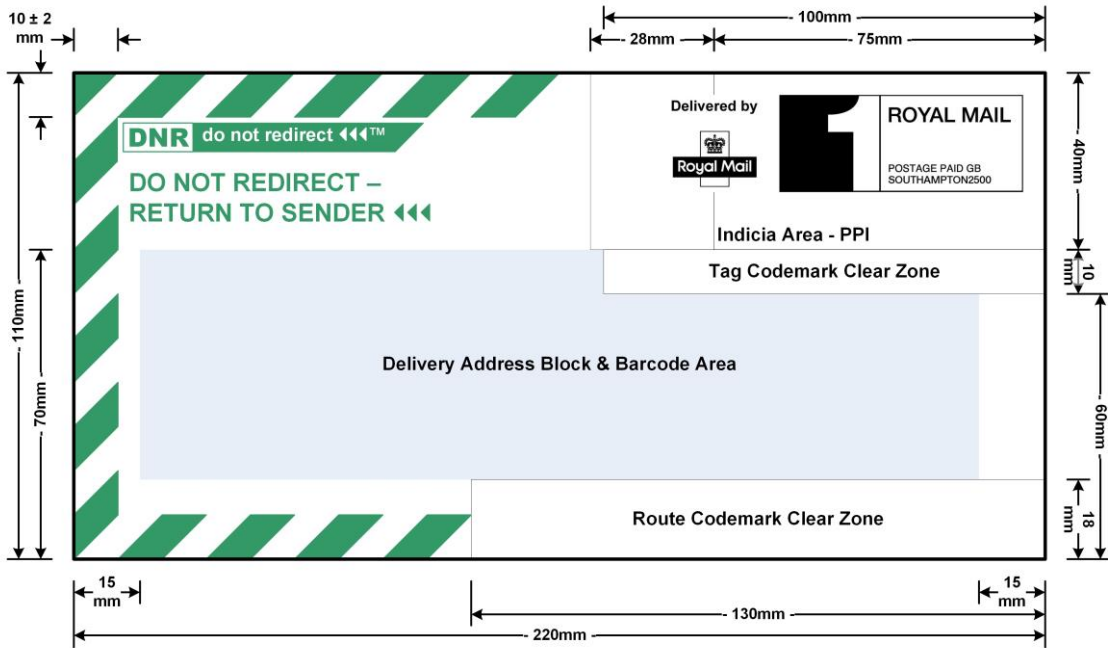


Figure 7 - DNR - PPI C5 Front (Not to Scale)



4.4 DNR Front Layouts - PPI with BMA

Figure 8 - DNR - DL Front - PPI BMA (Not to Scale)

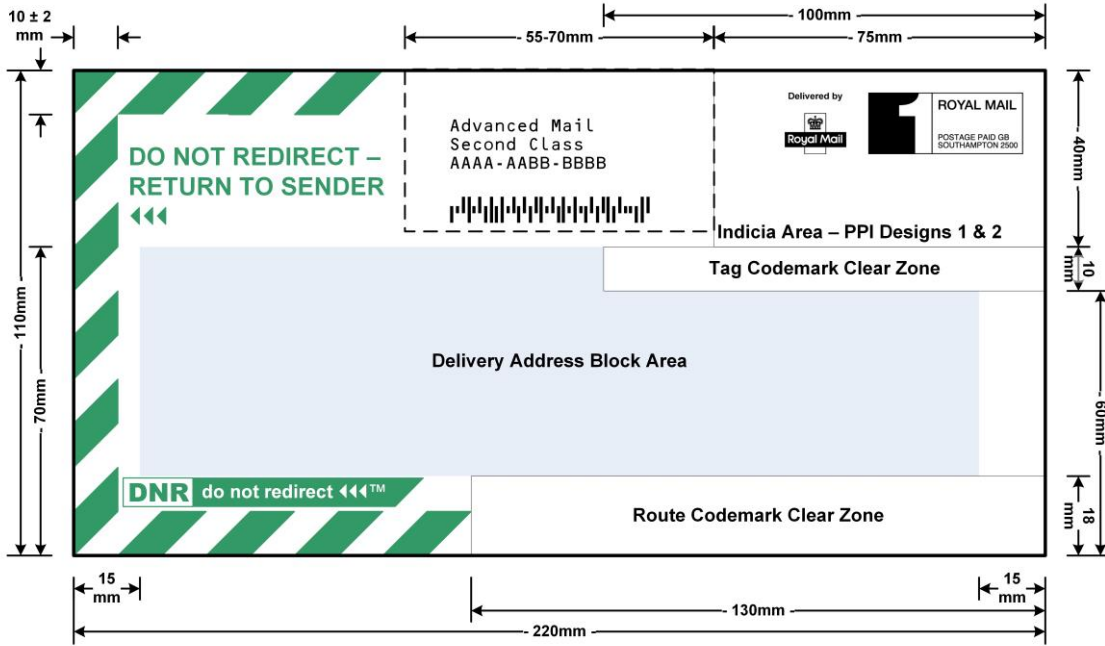
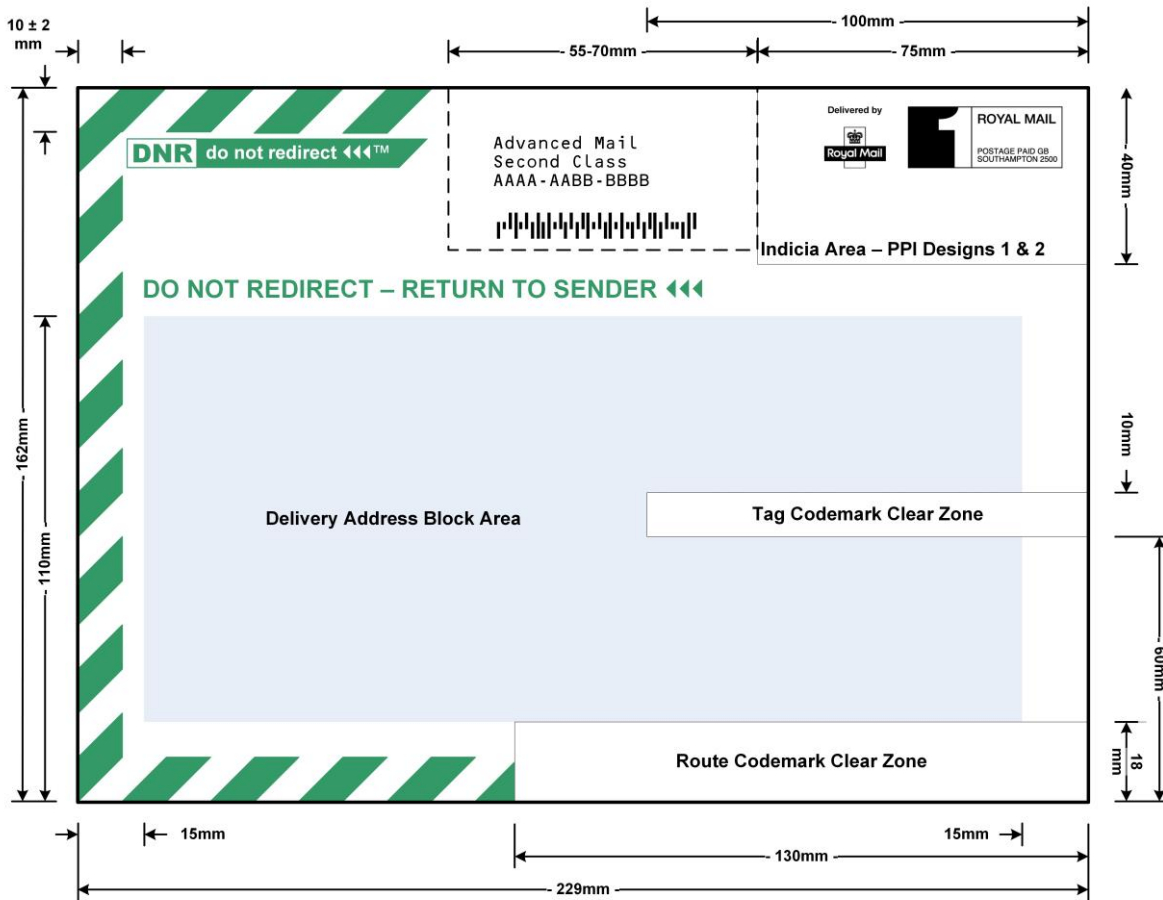


Figure 9 - DNR - C5 Front - PPI BMA (Not to Scale)



4.6 DNR Layouts - Standard Back Design

Figure 10 - DNR - DL Back (Not to Scale)

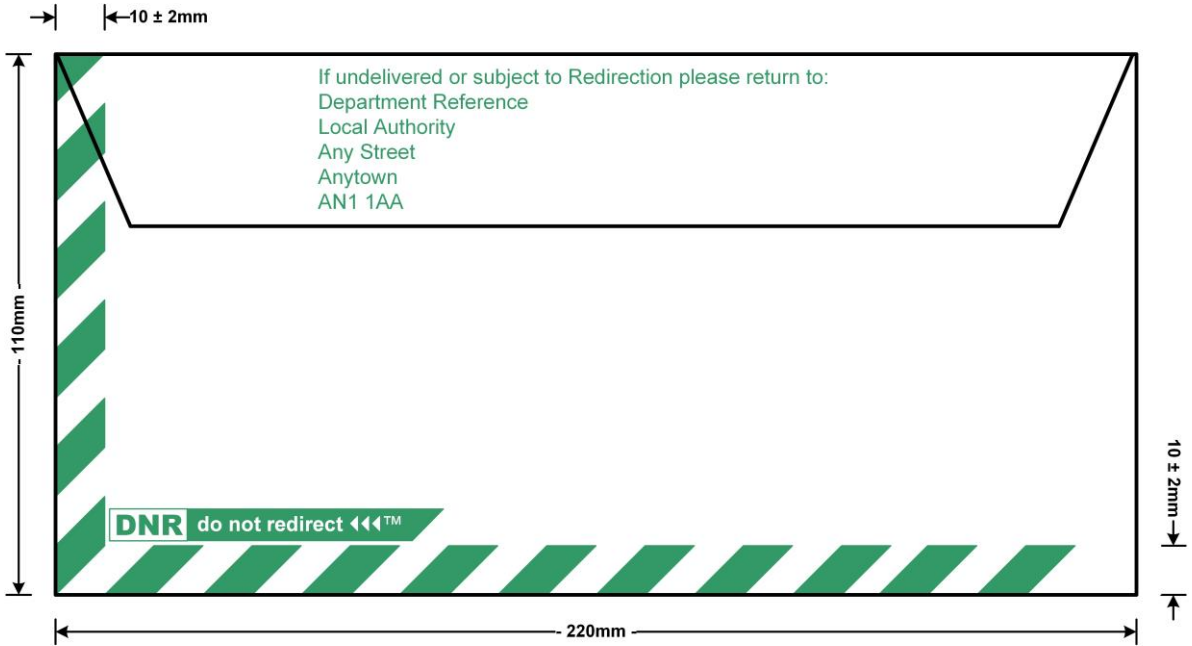


Figure 11 - DNR - C5 Back (Not to Scale)

